WEEKLY REVIEW

Salesmen Just Double Last Year's Record

Hot Pace Keeps Up With No Signs of Quitting

Week One of the Largest Since Early in the Year

Another Long List of Splendid Orders

Steady Work by Every Man is the Only Way We Can Maintain Our Grand Record

Make November a Fitting Ending of a Spectacular Year

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO Thursday, Nov. 4, 1909 NUMBER FORTY-SIX

Our 1909 Convention

As announced in our issue of the Review a week ago, the date of our Convention has been fixed to begin Tuesday, December 14th. We will expect every man here at the opening session, which will probably be about ten o'clock. train on the Rock Island road leaving the city 8:30, arriving in Joliet at 9:33. The Convention this year will be held in our own Convention Hall in one of new additions, which we feel sure will in every way be much more satisfactory than holding it down town as we were compelled to do a year ago.

We expect to make our Third Annual Convention the most valuable ever held. In fact, we want to make it a school of instruction, and in order to do so have decided not to have a fixed Program with prepared papers by the men, but intend to take up the various subjects which come up daily in connection with calendar selling, and which we feel will be of much more benefit to the entire force. The subjects will be open for discussion, and we want every man on the force to give us his assistance as best he can. We expect to spend a great part of the time explaining the Price Book and discussing all kinds of specials. Even old experienced calendar men, when they sell an order for a special, very frequently make serious mistakes, and we want to do as much as we can to have them overcome any difficulties which they may have, and at the same time make it possible for them to write more of this kind of business. Not that we prefer specials to our regular goods, for we do not, but there are many concerns that cannot be interested in a stock design that might be sold something similar but which would come under the head of a special calendar.

We also expect to have demonstrations of calendar selling, best methods of packing sample cases, in fact, will do our best to take up every subject that will make it possible for the entire sales force to do a larger volume of business.

In our previous Conventions too much time has been lost by having a general Program, and as many of you will remember when it came to the wind up of the important points in connection with the business had to be rushed through in a hurry. This we want to avoid when you are here in December. We wish that every man on the force would make out a list of questions covering points that he is not familiar with, and we will do our best to answer them in a way that he will have no future trouble on that score. Mail these questions to us as soon as possible. Do not be afraid of asking too many. We hope that every man will send in a list of at least a dozen, and while this might appear to you as though we would have a list of 500 to 1000 questions such is not the case, for many of them will no doubt treat on the same subject.

November is just beginning, and thus far we have had a glorious year, and we hope that every man will put in as steady work between now and the close of the season as he possibly can, for we are anxious to see November keep up the splendid percentage of increase which we have shown since the first of the year.

After you have finished your work, rest up for a short time, and then come to Joliet prepared to make the Third Annual Convention the best ever.

T. R. GERLACH.

WEEK ENDING, OCT. 23d

The sizzling hot pace keeps up, and there is no sign of a let-up. It is simply amazing the way G.-B. salesmen continue to smash 1908 records. A glance at the total for the week we are now reviewing shows that our sales are just double those of the corresponding week of last year. As a matter of fact the week is one of the best since the early months of the year.

Another gratifying feature of the week's work is the large number of orders booked. With the exception of one or two weeks, more orders were booked during the week just ended, than during any like period since early in May. A glance at the list of good orders published elsewhere, will convince you that there were also some mighty fine ones reported.

In the issue of the Review under date of Oct. 7th, we published a big list of good orders. We considered it a mighty fine bunch and hardly expected to come anywhere near duplicating the performance again this year. You will note, however, by looking over the list in this issue, that it is almost as good as the one previously mentioned, and is certainly a bunch of orders to be proud of.

While the total reports for the month of October are not all in, we can safely say that it is going to be one of the largest months since April. Furthermore, the total undoubtedly will be double that booked during the month of October 1908.

Everything points to the splendid work keeping up for the month of November, and we want every man on the force to make an effort to wind up this most successful year in a blaze of glory.

Of course, there will be some business placed in December, but the present month practically ends the campaign. If you will read this issue of the Review carefully, you will see what others are doing, and there is absolutely no reason why every man on the G.-B. force should not write a good business between now and convention, or at least during the next five weeks.

To keep up our grand showing, we must have steady work from every man and we want every loyal G.-B. salesman to do his level best to maintain the splendid record we have made so far this year.

Now, just a few words with reference to the work of some of the men in the field.

Mr. Ungerer reports the largest total for the week. While he does not report a large number of orders, he had some mighty good ones. One of his large orders as referred to last week on the cover of the Review. It is from an ice cream factory and amounts to nearly $1000.00. These people purchased an art book, similar to the one shown you at last convention. Another good order which he closed, was from a dairy company, calling for 1000 of "Golden Rod" in Davis De Luxe.

Mr. Meyer, like Mr. Ungerer, did not write a lage number of orders, but those he did write were good ones. His largest order for the week was booked on Monday. It was from a lumber and mill works company, amounting to $204.00. Kenyon Series Mailing Cards landed this order. Another good one from a bank, called for 1000 of "Dutch Fishing Boats" in series M12. Mr. Meyer also landed a fine order from a trust company, It calls for 1000 of "Virginia" in series M6.

Mr. Shimmin presses Mr. Meyer closely for second honors, his total being just a few dollars less. His best order for the week amounts to $500.00. This order was given him by a patent medicine company, and specifies Palm Serise Blotters in large size.

Mr. White reports a nice total for the week. His best order was given him by a real estate firm and calls for "Autumn in the Tyrol" in Davis De Luxe mounts with reinforced mailers. It amounts to $273.00. Buyers in New York seem to like our dainty De Luxe mounts, as another good order of Mr. White's, from a large meat dealer specified "Leaving Port" and "Golden Rod" in Davis De Luxe.

We had something to say regarding Mr. Donoghue's work last week. He has certainly made a splendid start, with eighteen orders and a very fair total. Not only this but he secured business every day, and a glance at our sales book shows that for the ensuing week, that ending the 30th, he wrote business every day but one. We point to his work because it shows the possibilities of the game. Mr. Donoghue has had absolutely no experience in the selling game, although he had spent a few months in our office as a stenographer to get an idea of the business. We attribute his good work to the fact that during his work in our office, he had a good opportunity to see what other men were doing, and fully realized the possibilities of the game. Adding to this knowledge a large store of enthusiasm, his good work can easily be accounted for.

There are many others who wrote a most satisfactory business, and we might go on and mention the names of many men who have reported satisfactory totals, but in view of the fact that we are going to publish a list of the good orders booked, you can form a very good idea of what our men are doing.

Number of Orders

Mr. Donoghue has the honor of writing the largest number of orders during the week. He reported a total of eighteen. We have had something to say about his work elsewhere and again want to say that his is a mighty fine week's work.

Mr. Cies presses him closely for the honor having reported business every day and a total of sixteen orders.

There is quite a drop in the number of orders booked by Mr. Cies and the next two

salesmen, Messrs. Brooks and Coleman, who tie for third place with a total of nine each. Mr. Tillson reports eight orders, and Mr. Burrows a total of seven.

In our review of the week's work we mentioned the fact that there were many men who while having splendid totals, reported but few orders. Their orders, however, were large ones which accounts for the splendid showing we have been able to make in gross sales. We do not want you to form the idea, however, that the showing under this heading is unsatisfactory, as there have been but a few weeks since the early part of the year in which a larger number of orders were booked. This is due to the fact that nearly every man on the force is producing a fair business, and we are well pleased with the showing under this heading.

Business Regularity

Messrs. Cies, Donoghue and Lott report perfect weeks, and Messrs. Brooks, Burrows and Coleman report business every day but one. A larger number than usual come across with business for four days, and we have no complaint to offer as regards the showing under this heading, unless it might be that there are some few men who apparently are doing but little, and for what reason we cannot understand. Apparently there is a good business to be placed in every section of the country, and there is every evidence of the good business continuing until late in the year. We would advise the "sleepers" to wake up and get into the game.

Some Good Orders

We have repeatedly told you of the remarkable success that G.-B. salesmen have met with in landing large and important orders in every section of the country. We have told you that during our connection with one of the leading companies, that never were they as successful as the G.-B. Co. in writing so large a number of important orders, and when you stop to consider the fact that this is only our second year in the field, it is astonishing and most gratifying to say the least.

The very fact alone that we have been able to secure the business of these large buyers should prove an inspiration to every G.-B. salesman. Of course, there are many smaller buyers that are discriminating, and probably use as great care in selecting their calendar as the larger buyers. At the same time it is pretty safe to say that when a firm places an order that runs into four figures, it is more than likely they have looked over every first class line on the market.

We are mighty proud of the wonderful success that our salesmen have met with in landing these important orders, and are confident that there is a great future in store for G.-B. salesmen. When a salesman writes a few big orders, it not only helps materially towards his success from a money making standpoint, but it gives him confidence, furthermore, it gives Calendar buyers confidence in our line.

Here follows a list of some of the good ones booked since the 18th of October:—

Salesman	Business and What Purchased	Amt. of Order
Beelman	Commission Merchants Fery Mailing Cards	$160.00
Byron	Manufacturers 306 Roll	140.00
Coleman	Lumber D1203 and M4703.	100.00
Conkling	Lightning rods M1301	100.00
Donoghue	Bank D3105, D3309 and 306 Roll	100.00
Fairbairn	Wool dealer M704	108.00
Finley	Coal Dealer D3507	137.00
A. E. Gerlach	Bank M2102	268.00
A. E. Gerlach	Fire Insurance Special Cardboards	168.00
Hynes	Real Estate D2207	109.00
Hynes	Electric Bath M4703	101.00
Lott	Business College M2102 and Fery Mailing Cards and Blotters	293.00
McCully	General Store 2304	132.00
McDonald, H. B.	Drugs Kenyon Mailing Cards	126.00
Meyer	Lumber Kenyon Mailing Cards	204.00
Meyer	Trust Company, M606	167.00
Meyer	Bank M1202	152.00
Shimmin	Patent Medicine P. S. Blotters	495.00
Shimmin	Cotton Oil Company M203 (Increase)	225.00
Shimmin	Total order now over $1000. Manufacturing Concern F. S. Blotters and P. S. Post Cards	102.00
Ungerer	Ice Cream Factory Art Books	825.00
Ungerer	Wholesale Liquor Special Calendar and Blotters	644.00
Ungerer	Dairy Company D3509	130.00
Staley	Piano Manufacturers D3502-6-7-8	351.00
Staley	Lumber Dealer 102 Roll, M403 Mount F. S. Blotters	261.00
White	Tailor K. S. Mailing Cards	260.00
White	Real Estate D2703	273.00
	Meat Dealer D3102 and D3509	163.00

H. B. McDonald Turns "No" to "Yes"

Mr. H. B. McDonald called upon a druggist early in the year. He sold this man ten years ago, but not of late years. Probably through lack of method in distribution, and possibly because of the class of goods he has been buying, his Calendars were not appreciated, and he stated emphatically that they were a nuisance. Mr. McDonald finally sprung our Kenyon Series Mailing Cards with the monthly talks for the drug trade and walked away with an order amounting to $126.00, with reference to which he writes as follows:—

"This man has turned down every Calendar man, including myself, who has called upon him this year, after having used Calendars for a number of years. He told me that Calendars were a nuisance and offered every excuse that he could think of for not buying. He further stated that a Calendar salesman had called upon him Saturday but there was nothing doing. At the same time informed me that I was wasting my time talking to him.

I said 'Mr....., I believe I can tell you more about Calendars in ten minutes than all the salesmen, who have called upon you this year.' I further called to his memory the fact that I had sold him Calendars ten years ago, and that I was the oldest Calendar salesman in Texas. I recalled the first Calendar I ever sold him, and called his attention to it, and by this time he was warming up a little. I pulled out our new Kenyon Series Mailing Cards with the series of monthly talks for the drug business, and he simply could not turn it down.

I walked out with an order amounting to $126.00, which is a pretty good order to secure from a man who has made up his mind to quit advertising in this way. All of which goes to show that a man is subject to a change of mind if you can get next to him.

Its pretty hard for a druggist to turn down this series with the special talks.

H. B. McDonald."

A Bouquet, and Then Some

A few weeks ago, when matters of startling interest were scarce, there appeared on the front cover of the Review a quotation entitled "The Creed of an Optimist." Among other things this paragraph contained the following:

"Do not keep the alabaster boxes of your love and tenderness sealed up until your friends are dead. Fill their lives with sweetness. Speak approving, cheering words while their ears can hear them, and while their hearts can be thrilled and made happier by them; the kind things you mean to say when they are gone, say before they go. The flowers you mean to send for their coffins, send to brighten and sweeten their homes before they leave them."

If one appreciates the approving, cheering words of their friends, how much more will they appreciate approving, cheering words of strangers. Here is a letter we received a few days ago from a customer who, so far as we know, has no personal acquaintance with any member of this Company. He has simply taken the opportunity of expressing his satisfaction. It is these unexpected expressions of approval which touch the heart. Here is the letter:—

"Freeport, Ill., Oct. 28th, 1909.

The Gerlach-Barklow Co.,
Joliet, Ills.

Gentlemen:

We wish to say that we received the calendars today, and we wish to congratulate you and your designer on the style and quality of your work. It is something that we can feel proud of and think it will do us credit wherever it is seen. And whenever we are in a position to use anything in your line we will surely give you first chance.

And any good that we can do you we will do gladly.

Yours truly,"

And here is another little circumstance which is even more gratifying, if possible, than the other. The Gerlach-Barklow Company believe that the best business policy is that great commandment "Do unto others as you would have others do unto you," consequently, if we are at fault in anything, we frankly admit our fault and then do whatever the customer asks us to do. In this particular instance the mistake on our part occurred simply by having a letter drop out of the type form, and instead of "Rooms 406 and 408," it read "Rooms 406 an 408." We did not believe the blotters would be worth anything printed that way, so we promptly made up and shipped another lot. The result is fully explained in the accompanying letter:—

"Lowell, Mass., Oct. 28th, 1909.

Messrs. Gerlach-Barklow Co.,
Joliet, Ills.

Dear Sirs:—

You will remember the first lot of blotters you sent me had the letter 'd' left out of the conjunction 'and' between the number of the rooms. You were good enough to send me an

entire new lot which I appreciate. But it seemed too bad to throw away the first lot on account of the one letter so I had it run in by a local printer and I think he did a very nice job as the enclosed blotter will testify. It cost but one dollar to have this done. Now I want to be as magnanimous as you were and have enclosed check for eight dollars, the difference between your price and the cost of putting in the letter.

Thanking you for your prompt attention in sending new supply, I remain,

Yours truly,"

The G.-B. salesman can always assure his customers that the G.-B. Co. is on the square all the time. It believes absolutely in the now popular Square Deal Doctrine. Furthermore, the above letter shows that it pays as well as being the right thing.

A Compliment to Our House Calendar

Mr. Cies recently sent in an order from an attorney and court stenographer. The order was not a large one, at the same time it goes to show what an impression our House Calendar made on calendar buyers. Mr. Cies writes as follows:—

"I received letter which you forwarded to me, from prospect in ..... I called upon this party and his order was mailed you last Sunday. As you know he is a Court stenographer and attorney and wanted Calendars to give attorneys of his acquaintance as souvenirs.

After he had placed his order I asked him what it was that made him write to the G.-B. Company for Calendars. He answered 'Your Advertising. I saw your Calendar "Lincoln in '61" hanging in the office of a friend of mine and liked it so well that I decided that was the place for me to buy.' After he had placed the order he said, 'I have looked at several lines of Calendars, and I believe yours is higher priced than any I have seen, but when it comes to art and beauty you have them all skinned.' Guess he didn't pay a compliment to our Lincoln Calendar, since there were two or three of the other leading houses represented in that same office.

H. W. Cies."

WITHDRAW

HANGERS

4801—His Answer
4901—A Cool Retreat

LEFT-OVER HANGERS

698—Afternoon in the Park
694—In the Fold

LEFT-OVER CARDBOARD

3693—Sue
3962—Through Autumn Woods
2392—Xmas Morning
2091—High Tide
1891—At Atlantic City
1694—A Md. Sunset
1398—In the Western Country